

DOCUMENTATION OF THE COMPETENCE BUILDING SESSION ON INNOVATIVE CULTURAL HERITAGE VALORISATION

Summary report, administrative and photo
documentation of the 1st 1-day-long
interactive training session

Version 1
10 2017

DELIVERABLE T1.2.3

Prepared by: Jasna Fakin Bajec, ZRC SAZU





1. Summary report with photos

The main purpose of the training was that the partners and their change drivers recognise innovative solutions for cultural heritage (CH) valorisation and its reuse through contemporary interpretations within the cultural sector and promotion activities. Due to the main challenge of the project is to involve and activate new target groups (e.g. youth, small entrepreneurs, visitors) in heritage practices connected with the St. Martin's heritage, the participants also discussed of new ways, tools as well as of the new approaches to raise awareness among local people how heritage practices can be utilized to alleviate contemporary social, economic and development problems of local communities.

The training was divided into three parts:

- **theoretical part** where participants were acquainted with the development potential of cultural heritage practices;
- **discussion part** where participants reflected on problems and challenges in their regions and cities;
- **practical part - study visit** where Slovenian part of the Great European road dedicated to St. Martin and work of the Slovenian Culture Centre of St. Martin were presented as well as other cases studies where social values of St. Martin can be interpreted in a innovative way.

The training was realized during the first transnational exchange meeting, which was organised by ZRC SAZU in Ljubljana (on 25th and 26th of October). The study visit was carried out in the first day of the training (in the afternoon), while the first and the second part of the training were implemented in the second day (in the afternoon).

THEORETICAL PART

Following the new concept of cultural heritage practices in the framework of the sustainable development, the participants of the training firstly recognised different practical experiences which link heritage with sustainable development. The presented case studies focused on four pillars of sustainable development (environmental, social, economic and cultural) and showed how heritage activities can stimulate social innovations and alleviate contemporary social, economic and environmental problems. Partners were also stimulated to discuss of their good case studies, where local heritage was utilised in a sustainable way.

Afterwards, partners also gained some knowledge of the life of St. Martin, his work as a monk and bishop, legends and other tangible heritage from Slovenian and European churches and cloisters.

The theoretical part was leaded by two experts; Jasna Fakin Bajec, PhD, from ZRC SAZU, who is ethnologist, cultural anthropologist and historians and works on new development concepts of cultural heritage; and Ferdinand Šerbelj, PhD. from Slovenian National gallery, who is an art historian and a great expert of the life of St. Martin.





Slide 1: Art historian Ferdinand Šerbelj (on the left) with translator Martin Pogačar (on the right), who presented the history of life of St. Martin and his tangible heritage, which can be seen in many European churches and clusters (Photo: Dora Gunther, 26th of October 2017).



Photo 2: Jasna Fakin Bajec who presented potential of heritage activities to foster sustainable development in regions and local communities (Photo: Dora Gunther, 26th of October 2017).

DISCUSSION PART

In the discussion part, led by the facilitator and leader of the training Jasna Fakin Bajec, the participants were stimulated to reflect on problems and challenges which can be resolved during the project. Using the problem-tree method, participants firstly reflected on their local challenges, which were written on small papers and then presented to others.

The participants highlighted the following problems and challenges:

- Weak communication and collaboration among the main groups of stakeholders, especially among authorities, experts, local residents and business.
- No clear idea on how to find a common way to connect all actors who work on St. Martin's heritage in order to improve cooperation.
- No coordination among different local visions.
- No clear vision on how to utilise the St. Martin's heritage and what heritage (tangible/intangible) to include.
- No public money and no possibility to build new forms of tourism to improve cultural initiatives and accessibility to historical sites.
- Weak knowledge among residents of St. Martin's heritage (some ignore the existing St. Martin's heritage).
- Low level of voluntary/cultural/social work in local communities.
- Low capacity of empowering local communities and involve them in a common vision to link past, present and future.
- Low capacity to transmit traditions from past to present.
- No clear idea on how to define a vision, which will not be too ambitious, but concrete and realizable.



STUDY VISIT:

In the third part, which happened one day before the training was implemented, the participants become aware of the mission of the Great European Road dedicated to St. Martin (Via sancta Martini), the role of the network of the Cultural Centres of St. Martin and the Slovenian part of the Great European Road. The presentations were given by the members of the Cultural Centre of St. Martin from Slovenia - president of the centre, Tanja Orel Šturm and Uroš Vidovič, who takes care of the Slovenian paths.



Photo 7: Uroš Vidovič, the member of the Slovenian Cultural Centre of St. Martin (Photo: Teja Komel Klepec, 25th of October 2017).

After that the participants visited two case studies in Ljubljana, where social values of St. Martin (values of sharing, empowering and hospitality) can be seen from different point of view. The first case study is an autonomous social and cultural center set on the premises of a former bicycle factory, which offers rich programs of social and cultural activities for those people, who are in different ways excluded from Slovenian society (migrants, refigures, precarious people, youth who have social problems etc.).

Made up of one central and several smaller buildings, Rog hosts a number of artist studios, gallery spaces, two skate parks, a social center for disadvantaged groups (such as migrants and refugees), various concert and clubbing venues, a bicycle repair shop, and so on. The study visit was led by Aigul Kahimova, one of the activists who work in the social and cultural center Rog.



Photo:8,9: Photos from the social and cultural center Rog, where partners had opportunity to talk with migrants (Photo: Dora Gunther, 25th of October 2017).



Moreover, the participants had a social dinner in the restaurant Druga violina, which is run by young adults with special needs. Some of the waiters have autism, Down syndrome and numerous other special needs.

The Second Violin operates as a guidance, care and supported employment service, which is an organised form of care, compliant with the constitutional and legislated fundamental human rights of adults with disabilities to services, that provides these people with an opportunity to take an active part in social life and the working environment and to carry out work which is useful as well as suited to their abilities. Guidance, care and supported employment are organised and provided in a way which allows the users to maintain acquired and gain new knowledge and work competences, develop new social and work abilities, put their own ideas and creativity into use and achieve a sense of usefulness and self-assurance.



Photo 10,11: Photos from restaurant Druga violina

(Source:

<http://www.slovenskenovice.si/bulvar/domaci-trac/v-drugi-violini-vecerja-z-znanimi>

<http://www.delo.si/zgodbe/sobotnapriloga/valerija-buzan-vsaka-tretja-druzina-ima-nekoga-ki-je-drugacen.html>

TAKING
COOPERATION
FORWARD



First transnational Project meeting
Ljubljana, 25th - 26th October



Competence building session on innovative cultural heritage valorisation



NewPilgrimAge, ZRC SAZU, Jasna Fakin Bajec

WHAT DOES THIS PICTURE SYMBOLIZE IN THE CONTEXT OF CULTURAL HERITAGE?



WHAT IS CULTURAL HERITAGE?



Church of St. Martin in Kozina,
Paintings of Tone Kralj



Church of St. Martin in Šmartno pri Litiji



Church of St. Martin in Hajdina, Maribor



WHAT IS CULTURAL HERITAGE?



A priest blesses a new wine



Social events on St. Martin's



Cuisine on Thanksgiving Day



High cuisine for St. Martin's



HOW TO UNDERSTAND THE IMPORTANCE OF CULTURAL HERITAGE IN THE CONTEMPORARY WORLD?



The concept of cultural heritage is developing according to new research/scientific paradigms and contemporary social, cultural and economic problems.



WHAT DOES THE CONCEPT OF CULTURAL HERITAGE INCLUDE?

- ❑ Treasures from the past, from our predecessors;
- ❑ Contemporary values (personal, social, economic);
- ❑ Social and economic context of the society (neoliberal times).

In theory the concept of cultural heritage is not something unchangeable, static, but it is a **dynamic and contested concept**; a **construct** of our contemporary needs, concern, experiences, values, desires ...

Tangible and intangible cultural heritages are important to achieve an **integrated approach** for different kind of development



WHICH VALUES AND MEANINGS ARE IMPORTANT?

*“What ordinary people value might be different from what experts value, or they might value the same things but for quite different reasons, such as for reason of association, memory, or locality.”
(Fairclough 2008)*

UNESCO's conventions

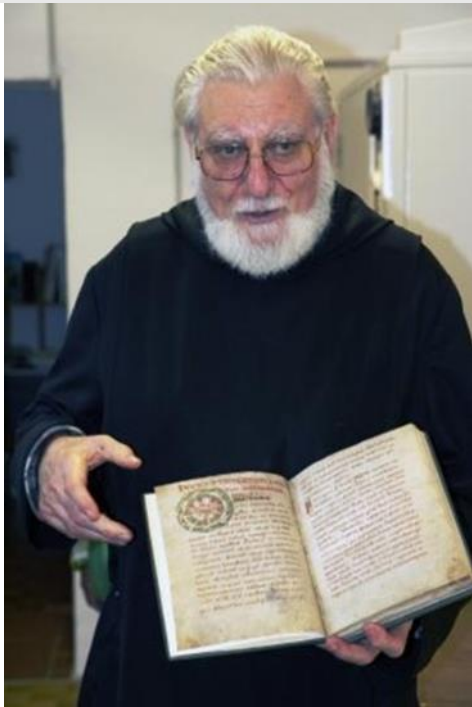
1972 Convention concerning the protection of the World Cultural and Natural Heritage

2003 - **Convention for the Safeguarding of the Intangible Cultural Heritage**

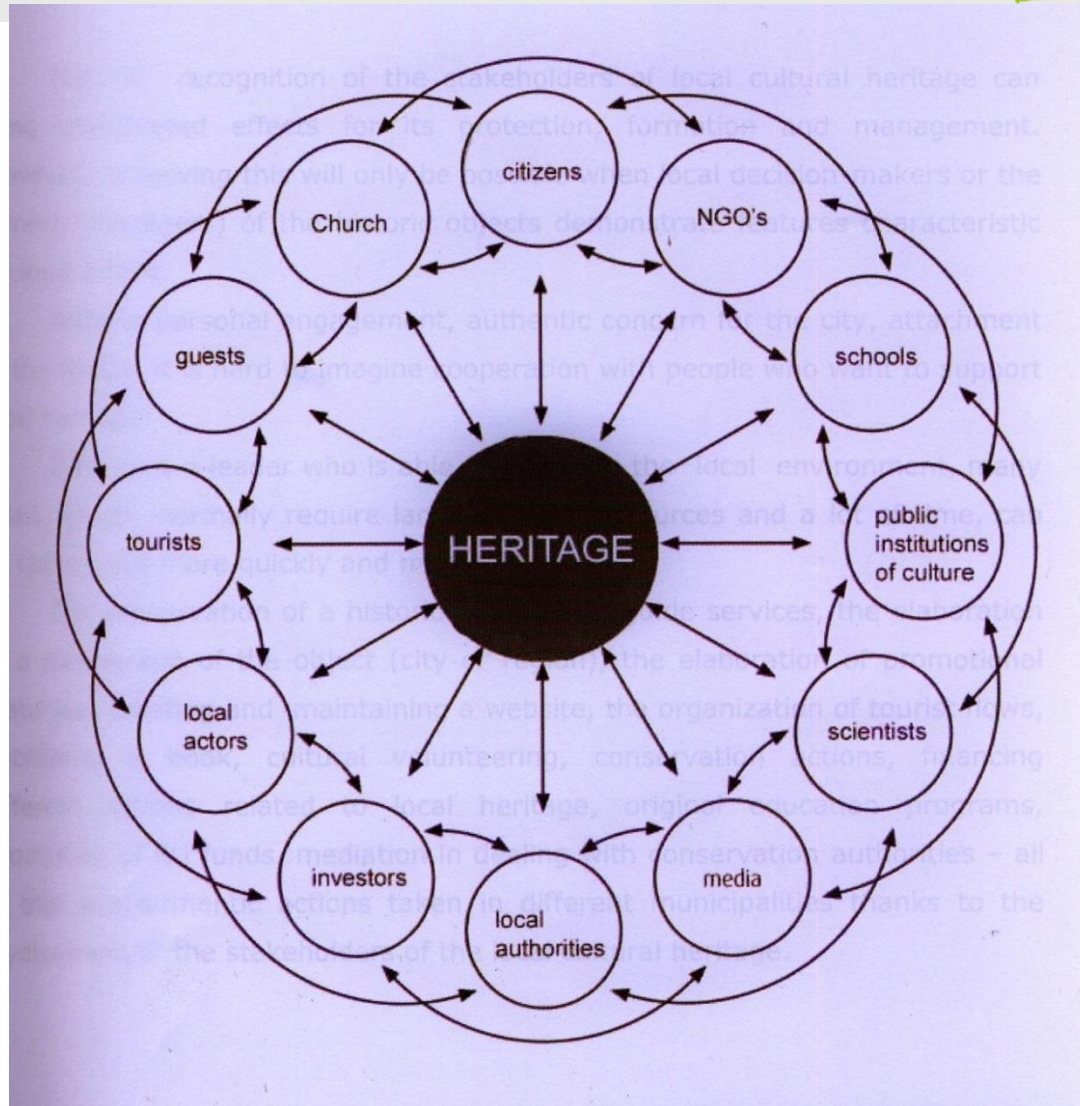
HOW TO LINK TANGIBLE AND INTANGIBLE HERITAGE?



WHO ARE THE OWNERS OF THE HERITAGE?



NETWORK OF CULTURAL HERITAGE STAKEHOLDERS



A. Goral, 2014, Cultural heritage in a cobweb of meanings. In: Proceedings of the 4th International Conference on Heritage and Sustainable Development, p. 47.

TAKING COOPERATION FORWARD

THE GOAL OF EUROPEAN, TRANSNATIONAL AND NATIONAL STRATEGIES AND PROGRAMS FOR COOPERATION:

To promote **knowledge partnerships** and strengthen links between education, business, research and innovation, and to promote entrepreneurship by supporting Young Innovative Companies. (Europa 2020, page 10).



Cultural event in the village of Volčji Grad in Slovenia, 2005

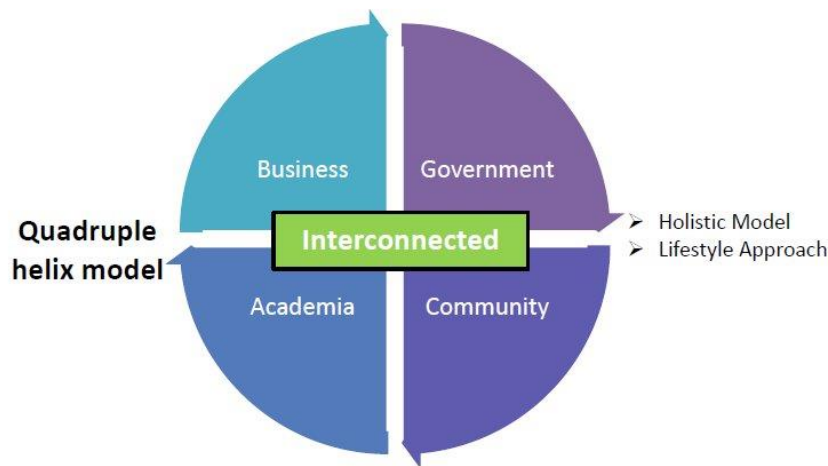


Exchange of good practices, benchmarking and networking has been proven as useful tool to promote ownership and dynamism around the need for reform (Europa 2020, p. 29).



HOW TO ACHIEVE MUTUAL COLLABORATION AND NETWORKING?

- **Participatory approach**
- **Methods and tools of active participation**
- **Quadruple helix approach:**



A vehicle to promote excellence and knowledge exchange across 4 key sectors

BOTTOM-UP APPROACH

The best initiatives, that last in time, are those started from the bottom through voluntary mobilization of the people.

“that seems pretty but is it practical and viable?”

Yes!!



Amalia Rey e Ina Skotnicka - www.omotools.com



WHAT IS MEANT BY PARTICIPATION?

- “Participation is a **way of working** and a kind of **relationship between people** that can take effect in any situation. It is about sharing responsibility, trusting each other, sharing knowledge and sharing power. It is a democratic way of doing things.
- Participation is a process of involving different sectors in a projects, activities from the beginning in order to **encourage decision-making** and influence in issues that affect them.
- The participation promotes inclusion of different groups of people, particularly the marginalized groups (unemployed, people with special needs, women, etc.).



TAKING

<http://www.trzic.net/2016/10/trziska-kuhna/#!>



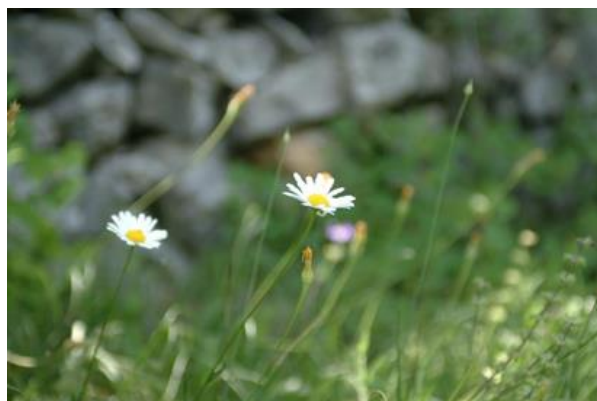
TWO BROAD PURPOSES OF PARTICIPATION (FOR CAPACITY BUILDING ATELIERS):

- **Participation as a means:** a process by which development can be more effectively implemented, progress is supported and successful outcomes can be ensured. Different participation methods and techniques can be used to incorporate people's ideas in the development plans (strategic visions) and activities.
- **Participation as a goal:** empowering people by helping them to acquire skills, knowledge and experience to take greater responsibility (ownership) for their development. Often this asks for a more structural relationship and participation is the instrument of change.

Gavriele Stöger, Participation as Basic Principle, weReurope, 2010.



What is sustainable development?



Four pillars of sustainable development:

- Environment
- Society
- Economy
- Culture



HOW TO USE CULTURAL HERITAGE:

- To alleviate poverty
- To empower people
- To ensure gender equality
- To promote growth and well-being among citizens
- To reduce climate changes
- To understand ageing as a priority
- To link different generations
- To reduce unemployment
- To stimulate innovations
- To stimulate knowledge-based society
- To mobilize people's creativity
- To ensure cultural diversity etc.



HERITAGE PRACTICES - ENVIRONMENT



- To use and modify different skills from our predecessors.
- To restore sacral heritage object with natural materials.
- To present heritage objects in a sustainable way (cycling routes, using electric vehicle).
- To link presentation of heritage with sports activities (Nordic walking).
- To continue monastery's tradition of producing herbs, agricultural products.



DIFFERENT PRACTICES:



- Wooden churches in Poland, Slovakia, Austria:
 - a. Open wooden architecture route in Poland
 - b. International wooden route (PL-SK);
 - c. Heaven and wood - the theme route of Holzwelt in Austria (integrated regional development with the aim of becoming energy independent)
 - d. Open-air wooden churches museum in Slovakia

How to re-use old skills of building wooden churches for new buildings?

DUGO SELO, ZAGREB:



The most important first class cultural monument in this region is the church of St. Martin on Martin Breg from 1209. It was built in the Baroque-Gothic style.

Today the church is in a ruined state but shall be revitalized as part of an ongoing reconstruction project.

In front of the church you can see a wooden sculpture of St. Martin, work of the sculptor Josip Cikač. A small sized replica is sold as a unique souvenir of Dugo Selo.

St. Martin is the patron saint of the parish, vineyards and winegrowers.



ST. MARTIN - PATRON OF WINE, VINEYARDS AND WINEGROWERS



CROATIA (Dugo selo), SLOVENIA:
People in the region celebrate St. Martin's by rounding up the horses for the winter and slaughtering the first animals.

Saint Martin is associated with wine and viticulture. Central to the celebrations are thus the so-called blessing of wine (blessed wine). This custom involves the blessing of the must and involves a banquet. Roasted goose with mlinци, a type of pancake, is served.



During the 20th century the feast had been strictly relegated to the private sphere or the church precinct. Now, it has been revived as a public celebration (once more).



ST. MARTIN - PATRON OF WINE

How to link wine, viniculture with the values of well-being, sharing, hospitality and other social values?

How to link alcoholism among youngsters with spirit of St. Martin?



ST. MARTIN AND NATURE

In some countries (Germany, Belgium) on St. Martin's children make lanterns at home, or school, and when it gets dark they light them with candles and go from the doors to doors in small groups, singing special "saint Martin"-songs, and being given candy and fruit. The celebration is also connected with the worship of sunshine and sun. As in these days the sun is losing power, the candles and preparation of bonfire gives sun energy. The custom is connected with the changes in nature and worship of sun god.





Sustainable presentation of heritage sacral objects:

- a. Szatmár by bike in Hungary
- b. Church Bicycle Route in Germany

How to connect sustainable preservation of churches with modern sport activities (Nordic walking, fitness equipment in nature, electric vehicles ...)

Tradition pilgrimages routes can be enriched and modified according to contemporary technological equipment and other needs.

- a. Via Francigena
- b. Via Sacra



HERITAGE - SOCIETY



HUGE PROBLEMS:

- Uninterested, passive, fed up/apathetic local residents;
- Local communities lacking cohesiveness
- Locals do not participate in workshops, or political, environmental and social decisions;
- Locals feel exploited
- Cultural gaps
- Migrant crisis ...

EMPOWER PEOPLE AND ACHIEVE SOCIAL INNOVATIONS

Social needs:

- social cohesion
- strengthen personal, local/regional/national/transnational identity
- Knowledge-based society/education
- Cultural awareness
- Intergeneration ties
- Youth creativity
- new innovative economic opportunities
- Involvement of people with special needs (elderly, disabled, mentally ill ...)



PRACTICES:

- Different activities prepared by local associations;
- Cultural events - prepared as informal educational activities (Škofja Loka passion).



SOCIAL WORK PROJECT - DOMENICO IN AUSTRIA

ACRONYM



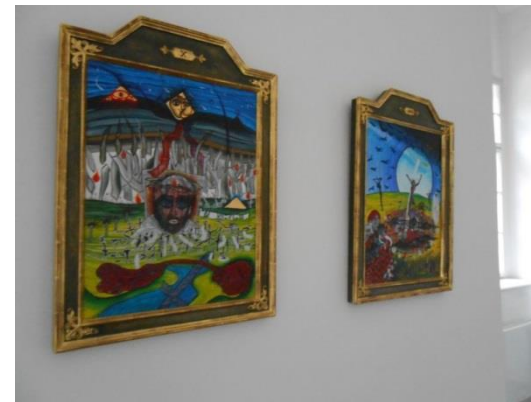
domenico:
gemeinnütziger Verein und
soziales Arbeitsprojekt
im Stiftsgarten St. Lambrecht



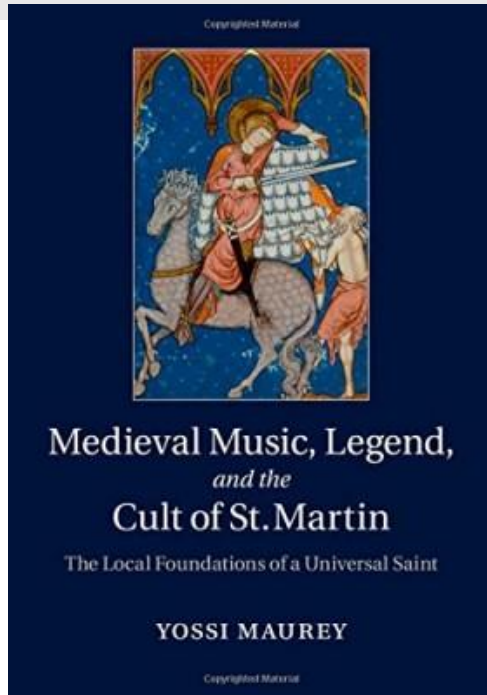
HERITAGE - CULTURE



- What is culture, values?
- Why culture as a generator of development?
- why **cultural diversity** - potential for new competitive and creative products?
- Creative industry - design, art, crafts, publishing, music.



PRACTICES:



- Old pilgrimage routes - Via Francigena (Italy), via Sacra (Czech Republic).
- Novalessa Abbey - book restoration, the cultural event - The pilgrimage in literature.
- Paintings, sculptures
- Storytelling - Szatmár legend.



■ The „Budapest in 100 words”

„You can apply to the contest with a story, which has maximum 100 words and it is somehow connected to Budapest. The project is as easy as nice: what does the city mean to its inhabitants? What kind of stories, memories, feelings and impressions do they have about the city, its spaces, happenings and people? Only in 100 words. Every year thousands of stories are delivered for the call in Chile. The winner stories are illustrated by professional illustrators and exhibited in public places, bus stops, parks, postcards, everywhere in the city.“

<https://smartcitybudapest.eu/content/budapest-100-words>)

100szóban
budapest



I'M A CITY GARDENER: BRINGING GARDENING BACK INTO THE INNER CITY

- I'm a City Gardener is meant to interest primary and secondary school kids in the possibilities of growing their own food and ornamental plants in the city, and building their knowledge about the urban ecosystem. It's also meant to help foster intergenerational or intercultural relationships through the mosaic of gardening. The English-language original is called Garden Mosaics and was published by Cornell University in the U.S.

<https://smartcitybudapest.eu/content/im-city-gardener-bringing-gardening-back-inner-city>



In Slovenia the culture is more or less financed by the **state**.

The main affairs connected with cultural heritage are in domain of the **Ministry of Culture, Directorate for cultural heritage**.

The Ministry is responsible for:

- Forming and implementing Cultural policy
- Cooperation with other ministries regarding the protection of heritage
- Founding the heritage monuments, especially the monuments of the state's significance
- Care for Cultural Heritage register

Institute of the RS for the protection of cultural heritage



CONSEQUENCES OF ECONOMIC AND SOCIAL CRISIS AND RELATED REFORMS FROM 2012

Because of the economic and social crisis from 2008 and related reforms from 2012 (Fiscal Balance Act) the funds for culture have been cut drastically.

2009 - 7 million

2017 - 1.6 million for investment

The Ministry lost the possibility to be financed by EU structural funds in the period 2014-2020. Culture is not a priority for the Slovenian government.

Ministry is not able to acquire enough resources for renovation and conservation of many cultural monuments.



HOW TO INVOLVE BUSINESS IN CULTURE PRACTICES?

- The lack of sufficient private founding for culture is due to the nature of the project which are not market interested;
- Private partners are not interested in investment for culture and cultural monuments, which are not of their own.
- Private partners are not interested in taking other obligations regarding the renovation and maintenance of historical buildings.



- **The private companies should see the economic, social and cultural potentials in culture and its heritage!**
- How to raise awareness about potentials of culture among businessmen?
- How to mobilise private funds in culture activities?
- How to inform them that companies can potentially achieve a range of important business benefits by investing in culture, including improved public image and reputation, increased profitability, access to new markets, sustainability, higher employee morale, market positioning and improved investor relations?



CASE STUDY FROM PADUA (ITALY)



The Benedictine Court of Correzzola
in the Province of Padua (Italy)
(photos: <http://www.lacortehotel.info/>)



CASE STUDY FROM TURIN, ITALY



The Novalesa Abbey in the Province of Turin (Italy)

(photos: <http://www.conceptualfinearts.com>)

TAKING COOPERATION FORWARD



HERITAGE OF ST. MARTIN OR TO HIM RELATED TREASURES/SIGHTS

- Which are the main problems (couses) in your region which prevent the preservation, safequarding, maintenance or uses of heritage?
- What are the effects?
- Can you think on possible solutions?
- What do you really want to do with St. Martin heritage?



PROBLEMS, CHALLENGES

- lack of networking among authorities, experts, local residents and business; individualistic approach to the cultural heritage preservation, management, promotion, maintenance; tendency to individualism, localism;
- low awareness of local residents and political decision makers towards development opportunities that heritage practices give;
- low knowledge among local residents about the tangible and intangible treasures, which can be preserved, safeguarded or modified for development purposes;
- shortage of public funds for the maintenance, promotion and management of cultural heritage;
- low willingness of the local inhabitants and businessmen to support the preservation of the regional cultural heritage;
- absence of regional knowledge management;
- lack of social integration and coordination in the protection, promotion and management of cultural heritage.



WORKING IN GROUPS

Think about good case studies in your region that focus on environmental, social (spiritual), cultural, economic values?

Discuss with the members of the groups, why this case study was good? Think about stakeholders, process of preparing it and implementing it, results, impact, sustainability?

Write down the main words that are important for valorisation of cultural heritage (transnational vision)?





Heritage is not here for its own sake, but that it is something that fills our hearts;

It is here to empower us to solve contemporary social and economic problems and achieve our potentials for better and healthier lives, work and collaboration.

THANK YOU FOR YOUR ATTENTION!

jasna.fakin@zrc-sazu.si

